

## Synopsis for Lake Berryessa Prospectus

### Date

June 9, 2015

The Bureau of Reclamation, through this Prospectus, outlines opportunities for concessions development and operation at Lake Berryessa. This Prospectus will be for the development of camping, lodging, marina and other commercial services that provide facilities and services as determined by the 2006 Visitor Services Plan/Record of Decision (VSP/ROD) and related documents. The planning effort that culminated in an Environmental Impact Statement and ROD provides the basic guidance for concession operations at Lake Berryessa. Information about Lake Berryessa may be viewed by visiting <http://www.usbr.gov/mp/ccao/Berryessa>.



Business opportunities for the next concession contract term may include a full-service marina, overnight lodging, tent and RV camping, houseboat and pleasure boat rentals, retail sales and day use facilities. Some operations may be seasonal in nature while others will serve year-round business demands. Bidders may also suggest other appropriate facilities and activities as part of their unique proposals. Successful bidders will propose a development program that requires substantial new concession investment.

Concession operations at Lake Berryessa were identified and selected as the preferred management option in the 2006 VSP/ROD. This prospectus will offer five areas for development and operation as concession facilities: Putah Canyon Recreation Area, Monticello Shores Recreation Area, Berryessa Point Recreation Area, Spanish Flat Recreation Area and Steele Canyon Recreation Area. Bidders may develop combined bids for up to three of the areas or may submit separate bids for any one area. Reclamation will award no more than three areas to any one bidder.

Boat and houseboat rentals, rental marina slips, tent and RV sites, lodging installations and quality day use opportunities are all services that, following their development, should show immediate visitor demand. Current occupancy levels on rental boat slips at existing marinas at Lake Berryessa is already near 100 percent, and existing waiting lists for marina slips indicates a high interest in having a boat moored at the lake.



It is apparent that these opportunities at Lake Berryessa will require some well-managed and timed phasing for new development to realize all of the apparent benefits. Reclamation is prepared to work closely with new concession contractors in approving and helping to coordinate the development of commercial public facilities. The upcoming Prospectus will be open for a period of 75 days in recognition of the complexities involved and the potential for individual bidders to develop proposals. There are also inherent complexities in this opportunity because of

the scope of recreational facilities to be developed in the areas under consideration.

With a business model committed to the provision of new facilities and services, Reclamation foresees outstanding commercial opportunities at Lake Berryessa, which is readily accessible by millions of potential visitors. It is within a 3-hour drive of San Francisco, Sacramento and other municipalities in central California. The location, environment, scenic vistas, a multitude of outdoor recreation opportunities and proximity to other tourist destinations, including the Napa Valley, make this a desirable location for land and water-based commercial recreation services. Together, this presents financially viable business opportunities favorable for the establishment of appropriately designed recreation facilities and services with outstanding growth potential over the term of the next concession contract.

Current interim concession contractors do not have any preferential rights for consideration on the next contract term nor will the eventual new operator have preference for the contract term following this opportunity.

Reclamation will provide, through the Prospectus, opportunities for prospective bidders to tour existing facilities, ask appropriate questions and express concerns regarding aspects of this concession business opportunity. Reclamation is expecting to develop 60 percent infrastructure plans for required facilities at the five Recreation Areas included in the upcoming Prospectus, as well as information on financial feasibility as part of the Prospectus and future amendments to the Prospectus.

